

Local Visibility Flywheel Scorecard

A practical lead magnet and worksheet for auditing GBP accuracy, reviews, local pages, trust proof, conversion actions and compounding local signals.

Inside this PDF

- 1 6-stage local visibility checklist
- 2 0-18 scoring sheet and maturity bands
- 3 Fix-first rules for prioritizing work
- 4 Business-type priority matrix
- 5 90-day local visibility roadmap



Score the foundation. Fix the blockers. Turn local visibility into calls, forms and bookings.

Score Your Local Visibility

Score each flywheel stage from 0 to 3, then total the six stage scores. Maximum score: 18.

0

Missing or inaccurate

The element is absent, wrong, outdated or hurting local trust.

1

Started but weak

Something exists, but it is incomplete, inconsistent or rarely updated.

2

Working but not optimized

The basics are in place, but proof, tracking or conversion support is thin.

3

Strong and ready

The element is accurate, maintained, visible and tied to customer action.

Maturity bands

0-5

Foundation Risk

Fix accuracy, tracking and CTA basics before adding more pages.

6-10

Visibility Gap

You have assets, but the flywheel is not connected yet.

11-14

Trust + Conversion Gap

Visibility exists, but proof and decision support need work.

15-18

Flywheel Ready

Maintain cadence, expand pages carefully and improve proof assets.

0-18 scoring sheet

Stage	Score	Primary fix-first note
GBP Accuracy	___ / 3	
Reviews	___ / 3	
Local Pages	___ / 3	
Trust Proof	___ / 3	
Calls / Forms	___ / 3	
More Local Signals	___ / 3	
Total Score	___ / 18	Current maturity band: _____

6-Stage Local Visibility Checklist

Use this page as the core scorecard. Mark what is complete, then assign one score per stage from 0 to 3.

1 GBP Accuracy

- Business name and primary category
- Address or service area
- Hours and holiday hours
- Phone, website URL and services
- Photos and duplicate profile check

Stage score: 0 1 2 3

2 Reviews

- Review count and rating quality
- Recent reviews within active window
- Owner replies to positive and negative reviews
- Service-specific themes in review text
- Review request link and process

Stage score: 0 1 2 3

3 Local Pages

- Service plus area intent is clear
- Unique local proof, not generic copy
- FAQs answer local buying friction
- Internal links to priority services
- CTA visible on mobile and desktop

Stage score: 0 1 2 3

4 Trust Proof

- Review stars and testimonials
- Real photos and team proof
- Credentials, licenses or awards
- Local case proof or examples
- Pricing guidance and guarantee

Stage score: 0 1 2 3

5 Calls / Forms

- Phone, quote, booking or WhatsApp CTA
- Short form with low friction
- Click-to-call and direction actions
- Thank-you page or event tracking
- CTA repeated near proof sections

Stage score: 0 1 2 3

6 More Local Signals

- Branded searches and repeat visits
- Direction clicks and local actions
- Fresh reviews and replies
- Local mentions and citations
- Proof assets reused on pages

Stage score: 0 1 2 3

Fix First Rules

When everything looks urgent, use these rules to decide what to fix before spending time on new pages or campaigns.

Priority rules

- 1 Accuracy before scale**
Do not build campaigns on wrong NAP, categories, hours, services or website links.
- 2 Proof before more city pages**
Thin local pages do not become stronger by adding more locations.
- 3 CTA before traffic**
If users cannot call, book or request a quote easily, rankings will not pay back.
- 4 Recent reviews before heavy promotion**
Fresh, replied-to reviews make GBP and landing page clicks more credible.
- 5 Track actions, not rankings alone**
Calls, forms, bookings and direction clicks show whether local visibility is turning into leads.
- 6 Fix the lowest score with highest business impact**
A 0 or 1 in GBP, CTA or reviews usually blocks faster growth than a small content tweak.

Local page quality matrix

Service Intent: Weak -> Strong	<p>Useful Support Page Helpful, but not conversion-led</p>	<p>Strong Local Money Page Service + area + proof + CTA</p>
	<p>Weak Page Generic copy, no local proof</p>	<p>Thin City Page Risk Location keyword, no proof</p>

Local Proof: Low -> High

Build fewer, stronger local pages with real proof.

What Each Business Type Should Fix First

Use the business model to decide which local SEO asset should receive attention first.

Business Type	Fix First	Best CTA	Best Proof
Clinic / Dental	Treatment pages + reviews	Appointment booking	Doctor proof + patient reviews
Salon / Spa	Photos + service menu	Booking / WhatsApp	Stylist proof + real photos
Local Service	GBP + call CTA	Call / quote	Reviews + response speed
Real Estate Consultant	Locality pages	Consultation	Transactions + testimonials
Franchise	Branch data consistency	Call / directions	Branch reviews
Restaurant	Hours + reviews	Directions / reservation	Food photos + recent reviews

Tip: the best CTA is the one that matches how the customer wants to act right now - call, book, visit, ask or compare.

Your First 90 Days with the Local Visibility Flywheel

Turn the scorecard into action. Start with accuracy, build trust, then strengthen conversion and local signals.

1 Days 1-30

Fix Local Foundation

- ✓ Audit GBP setup and accuracy
- ✓ Clean NAP consistency
- ✓ Update hours and holiday hours
- ✓ Confirm primary and secondary categories
- ✓ Add core services / products
- ✓ Audit CTA, phone and website links

2 Days 31-60

Build Trust + Local Pages

- ✓ Create review request process
- ✓ Reply to recent reviews
- ✓ Upgrade priority service pages
- ✓ Add review and proof blocks near CTA
- ✓ Add local FAQs and internal links
- ✓ Collect real photos and team proof

3 Days 61-90

Strengthen Conversion + Signals

- ✓ Set up call, form and booking tracking
- ✓ Improve CTA placement and wording
- ✓ Shorten forms and reduce friction
- ✓ Turn reviews into proof assets
- ✓ Plan next local pages by demand
- ✓ Review monthly action dashboard

Start with accuracy. Build trust. Improve conversion. Then repeat the loop.

Scorecard Action Plan

Use this worksheet after scoring. Choose the fixes that remove the largest blocker to calls, forms, bookings or direction clicks.

Priority	Fix to complete	Owner	Due date	Expected impact
1				
2				
3				
4				
5				

Proof assets to collect

- Customer reviews _____
- Before/after photos _____
- Team or expert credentials _____
- Local examples or case proof _____

CTA and tracking checks

- Click-to-call works _____
- Forms are short _____
- Booking / WhatsApp tested _____
- Conversions tracked in analytics _____

Next local page ideas

- Highest-value service _____
- Highest-intent location _____
- FAQ gaps from sales calls _____
- Proof-backed service pages _____



Want this handled for you?

Supramind can review your local SEO foundation, improve GBP accuracy, strengthen local service pages, add decision-stage proof, and set up a roadmap focused on calls, enquiries, bookings and direction clicks.

Small Business SEO Services can support:

- ✓ Local foundation and GBP audit
- ✓ Review, trust proof and local page improvements
- ✓ Conversion-focused CTA and tracking recommendations
- ✓ A practical 30/60/90-day SEO execution plan

[Explore Supramind Small Business SEO Services](https://supramind.com/small-business-seo-services.html)

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Scan to open service page

A stronger local flywheel starts with the first accurate signal.